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New Rose
PEARL S. BUCK
© J. & P. CO.

PARADE OF MODERN ROSES

Jackson & Perkins Co.
World's Largest Rose Growers

NEWARK, NEW YORK STATE



Rose Capital of America



Rose Bampton



This Fall is the Time to Plant *Roses*

EXPERIENCED gardeners and rosarians have long proved the definite advantages of fall planting, and more and more is the general public following their leadership.

Get the Jump on Spring!

Fall planting and winter protection are really very simple—complete and detailed directions for planting and wintering are sent with each J. & P. shipment. J. & P. Roses are grown with painstaking care and shipped during the fall at the ideal time to put them to bed for the winter, where their roots become established in their new home and are ready to start their vigorous spring growth as the frost leaves the ground. The new shoots come with the first warm days, developing plants comparable to older established bushes. The excellent results in both growth and bloom will prove to you the soundness of our recommendation that you plant Roses this fall.

The J. & P. Guarantee is Your Protection

Should any Roses you plant this fall, and prepare for winter according to our directions, fail to live and bloom next summer, we will replace them, prepaid and free of charge. Every Rose plant you receive from us bears the famed J. & P. waterproof label (see front cover), symbol of our replacement guarantee—to be of the finest quality, full-stemmed with robust root systems, tested and proved by two years' growth in our own fields, true to name and class, sturdy and free from diseases—and to reach you in perfect condition.

If for any reason shipment is *damaged in transit*, or not exactly as ordered, please notify us immediately so we may adjust quickly.

The New Roses

There has been real progress in Rose improvement during recent years—in hardiness, resistance to disease, form, fragrance, habit and abundance of bloom—and both the Floribundas and the Hybrid Teas will be called on to replace usual fall plantings of imported Dutch bulbs for beds and borders. The Floribundas have proved themselves particularly adapted to this use for they supply not only spring color but they bloom persistently and brighten the borders all season long.

In the J. & P. World's Fair Rose Garden picture at right, an effective Floribunda planting appears. Roses need sunshine, but half a day, morning or afternoon, will suffice. J. & P. Modern Roses are very easy to grow; not as subject to disease as older varieties; many almost immune.

Order Early!

We want you to have your plants at the right planting-time. They should be ready to dig and ship about October 15. Please order early; all orders will be shipped at the proper time. On 3 or more plants of one variety you earn the dozen rate, or, if you wish to plant different varieties, special low prices are supplied in our attractive assorted group offers.

For orders under \$10, please send cash with order; or \$1.00 with order and balance C. O. D. On larger C. O. D. orders send 10 per cent with order. Charge accounts are due first of following month; if you do not have an account with us and wish one, please give bank and 3 other references.

TRANSPORTATION PREPAID. Every J. & P. Modern Rose Plant is sent prepaid, anywhere in the U. S. A. (except C. O. D. orders which are mailed or shipped collect).

ADDRESS ORDERS TO:

Jackson & Perkins Company
1 ROSE LANE, NEWARK, NEW YORK STATE

NOW in our 66th year, the Jackson & Perkins growing nurseries extend from coast to coast to properly serve the increasing demand for Modern Roses and nursery stock. Over 2,500 acres at Newark, New York, are devoted to the Jackson & Perkins plantings, about 1,000 acres in New Jersey and nearly 1,000 acres in California.

The main offices are in Newark, New York, the Rose Capital of America, where all your orders are filled. Here, in a great carpet of gorgeous color, the plants we send to you this fall and next spring have been in full bloom all summer, gaining rugged vigor and storing up abundant energy to be even more beautiful.

Yearly, the annual Festival of Roses is proclaimed by the Mayor as a civic event, when the Jackson & Perkins test and display gardens are at their height of first bloom. Here you may see 20,000 rose plants of over 3,000 varieties in bloom, including some of our new Roses not yet introduced, debutantes of Rosedom for 1942 and beyond.

In the All-America Selections for 1940, Jackson & Perkins Company received First Award for Hybrid Tea Roses with Dicksons Red (p. 5), and First Award for Floribundas with World's Fair (p. 4).

We invite you to visit our Gardens in Newark whenever you come this way; we invite you to enjoy J. & P. Modern Roses in your own garden next summer.



Presenting.... The New Red Rose for 1941—

Rose Bampton

(Plant Patent applied for)

AT THE World's Fair of 1940, when it was realized what an unusually lovely Red Rose we were to have for 1941 introduction, came the inspiration to christen it "Rose Bampton," in honor of the lovely, fashionable Metropolitan Opera and radio star, who was a former neighbor of Newark, New York, the Rose Capital of America, when she lived in Buffalo.

Miss Bampton honored the Rose by making it her namesake in the Jackson & Perkins Rose Gardens at the Fair. We are confident its gorgeous blooms will continue to honor her for many years in the Rose gardens and exhibitions of America. Her Rose was first exhibited in America at the annual show of the Niagara Frontier Rose Society, Buffalo.

Of unusual distinctiveness, Rose Bampton is "the" red Rose of the year. The charming petals reflex slightly as they open and the full flower resembles a dahlia. The scintillating hue retains its depth throughout the long life of the blooms, and approaches the spectrum red. The plant is strong and healthy, of medium height, bountifully supplied with rich dark green foliage. Some choice plants are reserved for you this fall.

Brilliant... China-red... not just a new red Rose, but a new and outstanding shade.

Bud... alluring, Ophelia-shaped, rich carmine, developing into china-red as the petals unfold.

Bloom... very double, slow in opening, holds a long time.

Fragrance... delightful old Rose perfume.

Award... First Class Certificate, Royal Dutch Horticultural Society.

\$1.50 each; 3 for \$3.75; 12 for \$15



Some of the 75,000 visitors in the J. & P. Gardens in Newark, New York, during the Festival of Roses last summer. Come and see them yourself this fall, or next year.



Jackson & Perkins Co. was selected exclusively to supply and maintain the Parade of Modern Roses, occupying 10,000 square feet in Gardens on Parade at the New York World's Fair in both 1939 and 1940. Nearly half a million flower lovers have seen the 8,000 Rose plants in 41 model bed arrangements, representing 250 of the finest varieties, from 18 nations.



PEARL S. BUCK

(Plant Patent applied for.)

Just as Wang Lung's son, through his deep devotion to tilling the soil, was able to bring forth abundantly from China's "Good Earth," so has the eminent Kordes in his devoted mission brought great favor to rose enthusiasts in this delightful new Hybrid Tea. How natural, when selecting this new and winning Rose for a favorite plot in the 1940 Garden of Modern Roses at the World's Fair, to make it a namesake of Pearl S. Buck, the talented Pulitzer Prize Winner and creator of Wang. For a color plate of the tighter bud and a full-open flower, please turn to front page of this folder.

Buds.... interestingly formed, becomingly pointed—of a glowing orange hue, softening as they open to a deep yellow tinged with apricot.

Characteristics.... the double flowers are most attractive at all stages and last well. In the fall the apricot overcast deepens to produce an effect almost of pure gold.

Fragrance.... rich and lovely.

Prolific.... very generous, blooming freely.

Stems.... long, excellent for cutting.

Foliage.... the elegant foliage is another outstanding virtue of this magnificent Rose, firm and clean, deep green in tone.

Plant.... sturdy and vigorous bush of medium height. Satisfactory throughout the season.

\$1.50 each; 3 for \$3.75; 12 for \$15



Adoration

It takes about five years to develop a new Rose; for every new seedling selected for further observation, nearly 1,500 are rejected and destroyed, in some way not measuring up to our standards for Modern Roses.

© J. & P. CO.

Patrick Anderson

ADORATION

(Propagation Rights reserved.)

Sweet and lovely, borne in great profusion. Adoration is another masterpiece of the noted Jean Gaujard, into which he has wrought with all his skill so many of the attributes continually sought in J. & P. Modern Roses. The thousands who count his originations, Mme. Jean Gaujard and Mme. Jos. Perraud, among their favorites, will consider Adoration equally choice. The habit of growth is strong and upright and the tall, lithesome, airy plants produce many branches bearing exquisite blooms throughout the season—from June till frost. Pleasantly fragrant. Formerly called "Ile de France."

\$1.50 each; 3 for \$3.75; 12 for \$15

© J. & P. CO.

New Faces for '41 in The Parade of Modern Roses

TOGETHER with Rose Bampton on page 1, the eleven glorious new Roses described on these two pages are the shining lights we proudly present for 1941. All were acclaimed by thousands in the World's Fair Rose-Gardens and at Newark this summer. In them are pleasures and thrills no commoner varieties can supply, making your garden the admiration of friends, a place of beauty and fragrance for years at only a little more than ordinary kinds cost.

1941 HYBRID TEAS ON THIS PAGE



PATRICK ANDERSON

(Plant Patent No. 411.)

Form.... the petals are of a gratifying stiff texture, retaining their graceful form as the bloom unfurls.

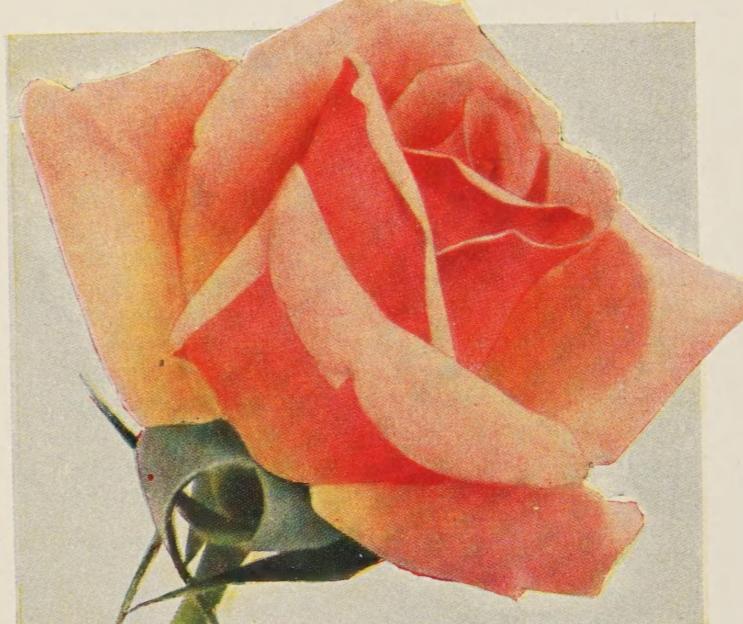
Fragrance.... delightfully rich and spicy.

Foliage.... bronzy green, on reddish green stems with few thorns.

Identification.... a deeper, richer colored, much-improved, double Betty Uprichard.

Plant.... sturdy, vigorous, upright, prolific.

\$1.50 each; 3 for \$3.75; 12 for \$15



© J. & P. CO.

Neville Chamberlain

NEVILLE CHAMBERLAIN

(Plant Patent applied for.)

A glorious Rose. When our friend Louis Lens, of Belgium, named this beautiful creation in honor of the Prime Minister, he was expressing the sentiment of an earnest nation that war might be no more. This new Rose has already gained rapid popularity in the land of its birth.

Profuse.... exquisite blooms borne freely on fine long stems; like its parent, increasing in size and intensity as the season progresses.

Habit.... tall, vigorous plants; bronzy green foliage; young shoots are contrasting red.

Blooms.... the high-centered buds unfold beautifully and gradually; some fragrance.

Color.... salmon overlaid with the rich, bronze tones of its maternal parent, Mrs. Sam McGredy; a touch of orange at base of petals.

\$1.50 each; 3 for \$3.75; 12 for \$15

The Jackson & Perkins hybridizing and research department is the largest in the world; we also enjoy intimate relationships with the most important Rose hybridizers of other lands, and have sole American rights from such leaders as McGredy, Dickson, Gaujard, Aicardi, Pahissa and others.

During his regular bi-yearly trip our Eugene S. Boerner, hybridizer and Rose specialist, in 1939 visited the important Rose nurseries of England, Ireland, Scotland, France, Germany, Holland, Belgium, Italy and Spain, bringing back an unusual number of their choicest introductions for several years to come.

Every J. & P. Modern Rose has been carefully observed in our test-gardens and growing-fields in the rigorous climate of northern New York, and in some 80 other testing stations throughout the United States.

RIVIERA

(Plant Patent No. 378.)

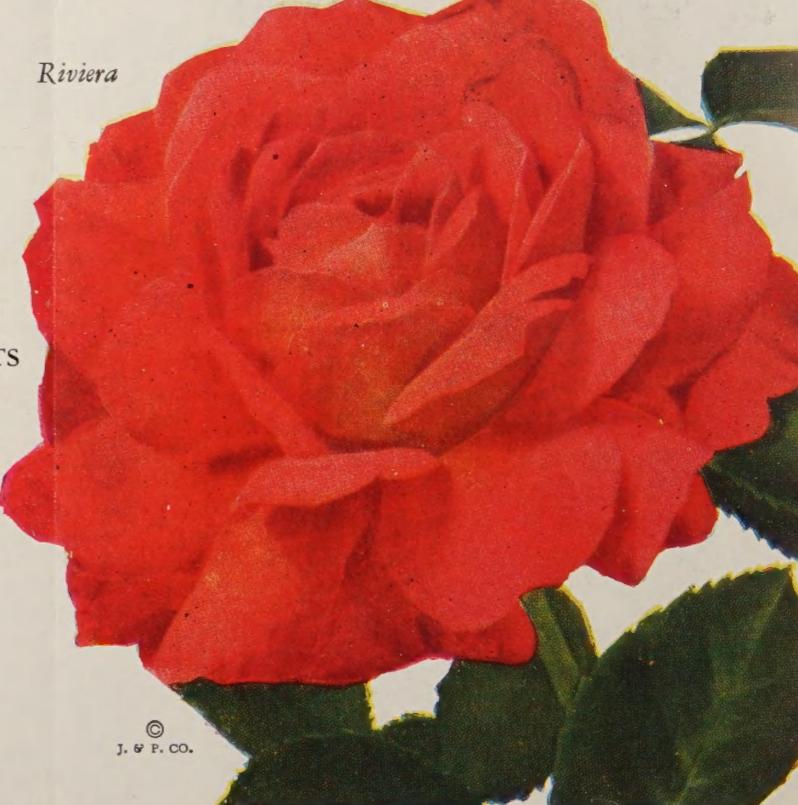
Luminous.... coppery orange, flushed with pink. A quite unusual great splotch of gold appears at the base of each petal.

Fragrance.... fruity, pleasant.

Prolific.... the tall plants bear generously till frost.

Awarded.... Silver Medal Certificate, A. R. S., 1939.

\$1.50 each; 3 for \$3.75; 12 for \$15



Riviera

ALL THESE
ROSE PLANTS
ARE SENT
PREPAID

1941 Hybrid Teas, continued



© J. & P. CO.

Flambeau

FLAMBEAU (Plant Patent No. 374.)

The tremendously increased interest in flower arrangement and a far wider use of Roses for table and home adornment, make Flambeau a Rose of the hour. It is a child of our own research department, a Hybrid Tea by Dr. Nicolas.

Buds.... trim, slender, high-pointed, on long stems.
Blooms.... opening into graceful, appealing petal formations; delightfully fragrant.

Color.... a center of interest in the garden and wherever used—glowing scarlet, set off with a glistening velvety sheen on inside of petals; in midsummer the tone lightens.

Foliage.... dark green, substantial.
Award.... Certificate of Merit, A. R. S., 1939.

\$1 each; 3 for \$2.50; 12 for \$10



Here in our fields, this summer, blooming gloriously, are the sturdy plants of your new Roses for 1941

NEWARK, NEW YORK STATE—The Rose Capital of America

The Ideal of a Lifetime, Now Realized for You!

Modern, everblooming, large-flowered double Climbing Roses—for thousands of glorious blooms on even the small city lot.

THE EMINENT HYBRIDIZER,

world-renowned hybridist, author and Rose expert, Dr. J. H. Nicolas was famed for such outstanding Hybrid Tea Roses as Eclipse, Gloaming, Miss America, Mrs. Francis King; distinguished pioneering of the new Floribunda class with the favorite Carillon, Smiles, Rochester, Snowbank; priceless advance in Climbing Roses with such as the 1939 sensation June Morn (see page 8), and now his namesake at right. These are but a few of his creations. From 1929 till his death in 1937, he set the pattern for the world's largest Rose-hybridizing operations which have continued to progress under the inspiration of Eugene S. Boerner who worked with him.



Dr. J. H. Nicolas



© J. & P. CO.

McGredy's Salmon

McGREDY'S SALMON

(Plant Patent No. 410.)

"Surely Ireland must be Heaven," for such Roses come from there. In our world-wide search to bring to American rosarians the finest new introductions from other lands as well as from our own hybridizers, those from McGredy always win the high esteem of the connoisseur. McGredy's Salmon will be another prize Rose for exhibition and in the gardens of our countless McGredy fans. You will want it.

Buds.... exquisite, symmetrical, of an appealing orange-pink shade.

Blooms.... unfold with rare grace, a delightful apricot-salmon, large in size.

Fragrance.... rich, full, fascinating.

Plant.... a very free bloomer; lower-growing, with an abundance of attractive bronzy green foliage.

\$1.50 each; 3 for \$3.75; 12 for \$15



© J. & P. CO.

Holstein
These blooms
½ actual size



© J. & P. CO.

Dr. J. H. Nicolas

Plant the New Floribundas

HOLSTEIN (Plant Patent No. 395.)

Sensational as the picture indicates, this variety comes from Europe's greatest hybridizer of the hardier, more resistant, free-blooming Floribunda race.

Flowers.... about 4 inches, with 6 dark, brilliant red petals.

Prolific.... immense clusters, larger than any other variety, a continuous carpet of color all season.

Plant.... 2 to 3 feet tall; strong upright stems. Vigorous, healthy foliage.

\$1 each; 3 for \$2.50; 12 for \$10

Others in the Floribunda Class are illustrated on page 4

A. GRILLE (Propagation Rights reserved.)

This remarkable new Floribunda, A. Grille, brings a new shade to this important group. Of medium height, the flowers are very large, 4 to 5 inches across, similar to World's Fair.

Color.... brilliant scarlet-crimson; does not burn in sun.

Persistent.... large clusters throughout summer.

Habit.... bushy; heavy foliage.

Fragrance.... elusive, intriguing.

\$1 each; 3 for \$2.50; 12 for \$10

Glorious Floribundas—Roses for Everyone's Garden

Remarkably Hardy, Very Easy to Grow

WORLD'S FAIR

(Plant Patent No. 362.)

The Rose sensation of the great New York World's Fair, named for it, admired by the throngs in "Gardens on Parade." Large clusters of velvety, blackish scarlet flowers almost hide the luxuriant foliage.

Honorad... First award, "1940 All-America Rose Selections, Floribunda Classification."

Prolific... a continuous display from spring to frost.

Size... blooms nearly 4 inches across, 18 to 20 petals.

Fragrance... a cool, whispering perfume full of allure.

Pride... a solid bed of World's Fair is magnificent.

\$1 each; 3 for \$2.50; 12 for \$10; 25 for \$18.75

World's Fair



© J. & P. CO.

Betty Prior

BETTY PRIOR

(Plant Patent No. 340.)

Exceeded in popularity only by World's Fair. Distinctive in appearance as well as in color. Hardy, permanent, and highly desirable for mass planting in solid borders or hedges. This variety has continually "stolen the show" from coast to coast.

Form... resembles the delicate red dogwood blossom in shape and size.

Color... opens lively red, turns to shell-pink.

Prolific... blooms in large clusters in spring—and continuously throughout the season.

Plants... medium height, abundantly branched.

Fragrant... a rich and spicy perfume.

85c each; 3 for \$2.15; 12 for \$8.50



Donald Prior

DONALD PRIOR

(Plant Patent No. 377.)

Great clusters of graceful flowers that are red, like rare old wine. Dark green foliage. Donald Prior brings a huge splash of brilliant color to your garden—a Rose everyone will prize.

Variety... an 8-petaled Floribunda Rose about 3 inches across on branching plants some 18 inches high.

Continuous... large bursts of bloom very frequently throughout the season, with three or four flowers on individual shoots in between—never without flowers.

Scent... rare old Damask fragrance.

85c each; 3 for \$2.15; 12 for \$8.50

FLORIBUNDA ENSEMBLES
Specially Selected, Specially Priced
Groups for Your Convenience

Group No. 59 Six each of Betty Prior, Donald Prior, Snowbank, 18 Plants in all, only... \$12.75

Group No. 60 Three each of Joyous, Permanent Wave, Summer Snow, 9 Plants, only... \$5.90

Red-Dozen No. 61 Three each of A. Grille, Donald, Holstein, "World's Fair" for A. Grille and Holstein, see p. 3, 12 Plants, only... \$9.65

Pink-Dozen No. 62 Three each of Betty Prior, Joyous, Rochester and Smiles, 12 Plants, only... \$8.50

Semi-Shade No. 63 The Aachen, Pink, White, and Gruss an Aachen, 3 of each, all 9 for \$5.65

There are special discounts for large plantings where 25 or more of an individual variety are to be used, as follows:

Any 1 Floribunda—75c each for 25 or more.

Any 85c Floribunda—62.3c each for 25 or more.

Any 75c Floribunda—55c each for 25 or more.

Page 4

For Mass Plantings of Floribundas

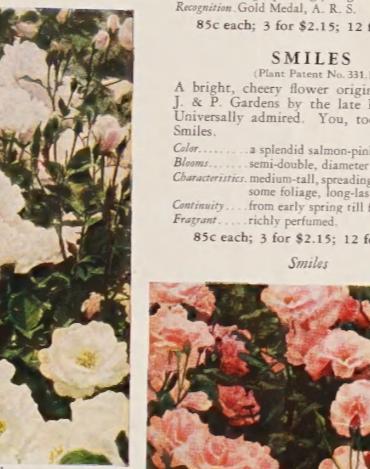
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Any 75c Floribunda—55c each for 25 or more.

Page 4



Snowbank

SNOWBANK

(Plant Patent No. 279.)

A delightful J. & P. origination by Dr. J. H. Nicolas. Large-flowering and low-growing. Excellent *en masse* and for the border. Gold Medal winner.

Buds... daintily formed, buff-orange.

Flower... blushing-white, turning to pure white; semi-single, long-lasting.

Borne... in large panicles, always in bloom.

85c each; 3 for \$2.15; 12 for \$8.50

**THE
New Floribundas
for 1941** ARE ON
PAGE 3



© J. & P. CO.

Carillon

CARILLON

(Plant Patent No. 136.)

From its introduction this gay Rose has been a symbol of happiness and rejoicing—the very color sings. Plant in groups and you will have a magic carpet of soft flame-coral and lustrous green. A most generous bloomer, doing best in northern states.

Variety... Floribunda *par excellence*, 18 inches tall. Blooms... large, pleasingly fragrant till frost.

Recognition... Gold Medal, A. R. S.

85c each; 3 for \$2.15; 12 for \$8.50

SMILES

(Plant Patent No. 331.)

A bright, cheery flower originated in the J. & P. Gardens by the late Dr. Nicolas. Universally admired. You, too, will love Smiles.

Color... a splendid salmon-pink.

Blooms... semi-double, diameter 3 inches.

Characteristics... medium-tall, spreading plants, hardy foliage, long-lasting blooms.

Continuity... from early spring till frost.

Fragrant... richly perfumed.

85c each; 3 for \$2.15; 12 for \$8.50

Smiles

SUMMER SNOW

(Pat. applied for.)

Great clusters of double, white blooms.

75c each; 3 for \$1.90; 12 for \$7.50

Summer Snow

SNOWBANK

(Plant Patent No. 279.)

A delightful J. & P. origination by Dr. J. H. Nicolas. Large-flowering and low-growing. Excellent *en masse* and for the border. Gold Medal winner.

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Flower... blushing-white, turning to pure white; semi-single, long-lasting.

Borne... in large panicles, always in bloom.

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© J. & P. CO.

McGredy's Sunset

McGREDY'S SUNSET

(Plant Patent No. 317.)

The pixies must have scampered joyously through the summer twilight with their most gorgeous sunset yellows to paint this comely beauty. Blushing with delicate orange and rich scarlet, the saffron blooms open in glorious grandeur—and you see a Rose that loves its new country and in turn is loved by every Rose enthusiast.

Flowers... full, shapely, with dainty, symmetrical petals.

Prolific... many blooms on 18 to 24-inch bushes.

Fragrance... gently penetrating; freshly sweet.

Resistant... to sun, hot weather and disease.

85c each; 3 for \$1.90; 12 for \$7.50

**THE
New Floribundas
for 1941** ARE ON
PAGE 3



© J. & P. CO.

Adoration

ADORATION

(Plant Patent No. 50)

Here are the 12 most spectacular Roses in the 1940 World's Fair "Parade of Modern Roses." Specially priced, ready for you to plant this fall. 7 are new for 1941 (see pages 1, 2, 3); the 5 shown here and on page 6 are favorites of today.

Adoration... Flambeau, Dicksons Red, McGredy's Salmon, Eclipse, Hector Deane, McGredy's Sunset, White Briariff.

Rose Bampton... Dicksons Red, Flambeau, McGredy's Salmon, Eclipse, Hector Deane, McGredy's Sunset, White Briariff.

Double Lot 24 Plants (value \$16, only) \$13.75

Double Lot 24 Plants (value \$32) \$27



© J. & P. CO.

McGredy's Newer Irish Roses

McGREDY'S NEWER IRISH ROSES

(Plant Patent No. 50)

Augmenting the outstanding creations of these famous Irish nurserymen, we are happy to present, on pages 2 and 3, two more McGredy's from the Emerald Isle for 1941. They will rival even McGredy's Sunset, which has won such instant popularity throughout America. Jackson & Perkins enjoy exclusive rights of testing and distributing the new McGredy Roses in the U. S. A. You will want all of them!

Other Fine Floribundas

McGREDY'S PINK

(Plant Patent No. 341.)

Brilliant crimson-scarlet, 14-petal flowers 4 inches across, in clusters on 24-inch stems.

75c each; 3 for \$1.90; 12 for \$7.50

JOYOUS

(Plant Patent No. 381.)

Sun-bright and comely, this true Irish Rose lends charm and beauty to any surroundings. Delightful, peach-pink tinged with gold. Well adapted to exhibition and garden purposes.

85c each; 3 for \$3.15; 12 for \$12.50

JOYOUS

(Plant Patent No. 381.)

Brilliant rose-red, well formed, bushy—about 2 feet tall.

Gold Medal of the National Rose Society of England, Clay Cup for Fragrance;

First Award for Hybrid Teas of All-America Rose Selections for 1940.

1.25 each; 3 for \$3.15; 12 for \$12.50

McGREDY'S PINK

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JOYOUS

(Plant Patent No. 381.)

Eternal Youth



ETERNAL YOUTH

(Plant Patent No. 332)

A Rose of sparkle and beauty whose fragrance and cheerful color make it outstanding among all pink Roses—a Rose that is instantly loved by all who see it. You'll find the delicate pastels of a Riviera sunset in blooms that stand proudly erect on long, strong stems. Admirable for cutting. Plant very compact, about 2 feet tall.

Newest Rose...by Aicardi, great hybridist of Italy.

Color.....joyous pink, livening to yellow at base of petals.

Fragrant.....reminiscent of the sweet old-fashioned Roses.

Blooms.....slim, graceful buds opening to double flowers that are *par excellence* in form. Truly a great exhibition Rose.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

ECLIPSE

(Plant Patent No. 172)

Acclaimed as "The Streamline Rose." *Distinctive*...there has never been a Rose with buds like these—slim, tapering, modern. *Originated*...by the late Dr. J. H. Nicolas in our own gardens. *Highest Honors*...in France and Italy; Gold Medal of the A. R. S.

\$1 each; 3 for \$2.50; 12 for \$10



WHITE BRIARCLIFF

(Plant Patent No. 108)

With the stately grace of a charming bride, this gorgeous Rose proudly displays its pure white blooms—so gorgeously white—so coolly fragrant—so generously long-lived.

Distinctive...both in bud and open flower, *pure* white. 2 to 3 feet tall.

Prize of Honor...and Gold Medal at International Exposition, Paris. Silver-Gilt Medal, French N. H. S.

Prolific....tremendous producer of fully double blooms. Ideal for cutting. Keeps long in water.

\$1 each; 3 for \$2.50; 12 for \$10

Satan



ALEZANE

(Plant Patent No. 116)

Formed from color and enchantment—fairy work in every tint and petal. A Rose that often blooms ten days earlier than its comrades. Especially desirable because of its free-blooming habits, its striking colors, and early start.

\$1 each; 3 for \$2.50; 12 for \$10

SATAN

(Plant Patent No. 379)

Dressed in swarthy carmine—glorious and splendid. A big, loosely formed, velvety petaled flower which will excite the many lovers of dark red Roses and will be a worthy addition to any Rose-grower's collection.

Blooms...high centered with many petals, the color deepening toward the center.

Fragrant...rich, heavy, exotic.

Plant...bushy—about 18 inches tall.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

© J. & P. CO.



SIGNORA

(Plant Patent No. 201)

A pronounced and definite improvement over the historic Talisman—or the newer President Herbert Hoover. It was born and raised on the romantic Riviera, where it became accustomed to hot, dry weather. It is a vigorous branching, tall-growing plant. Buds are of a warm brownish orange, opening to lighter mandarin and salmon. The unusually heavy foliage is a beautiful rich green.

Blooms...double, but petals are not crowded. Very fragrant.

Prolific...as many as thirty-one blooms on one plant at a time—each with a long stem for cutting.

\$1 each; 3 for \$2.50; 12 for \$10



ECLIPSE

(Plant Patent No. 172)

Scarlet-crimson glory—unchallenged in a wide bright world of color. Named in honor of the third millennium of the founding of the great Eternal City. Stands cutting well and its mammoth blooms make glorious bouquets. Awarded Gold Medal S. A. F., 1938.

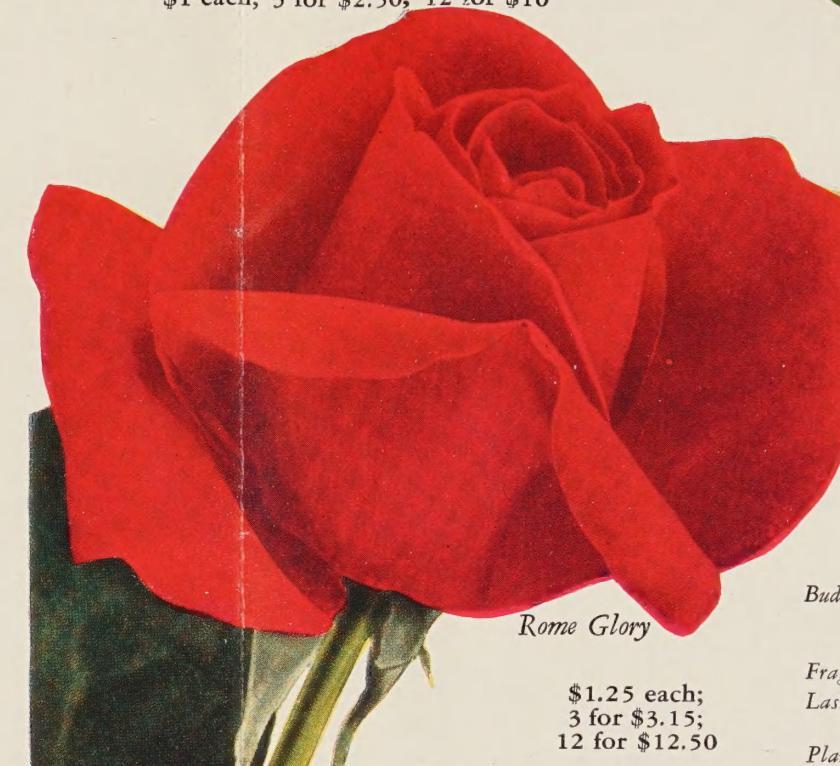
Buds...formed like perfect florists' American Beauties—only better. Large, double, scarlet-crimson blooms of exquisite form.

Fragrance...superb—alluring—lingering.

Lasting...flowers last long on the plant, or cut; not affected by dry or wet weather.

Plant...strong and healthy and of better than average height.

© J. & P. CO. Eclipse



ROME GLORY

(Plant Patent No. 304)

Scarlet-crimson glory—unchallenged in a wide bright world of color. Named in honor of the third millennium of the founding of the great Eternal City. Stands cutting well and its mammoth blooms make glorious bouquets. Awarded Gold Medal S. A. F., 1938.

Buds...formed like perfect florists' American Beauties—only better. Large, double, scarlet-crimson blooms of exquisite form.

Fragrance...superb—alluring—lingering.

Lasting...flowers last long on the plant, or cut; not affected by dry or wet weather.

Plant...strong and healthy and of better than average height.



ROME GLORY

(Plant Patent No. 304)

Scarlet-crimson glory—unchallenged in a wide bright world of color. Named in honor of the third millennium of the founding of the great Eternal City. Stands cutting well and its mammoth blooms make glorious bouquets. Awarded Gold Medal S. A. F., 1938.

Buds...formed like perfect florists' American Beauties—only better. Large, double, scarlet-crimson blooms of exquisite form.

Fragrance...superb—alluring—lingering.

Lasting...flowers last long on the plant, or cut; not affected by dry or wet weather.

Plant...strong and healthy and of better than average height.

© J. & P. CO. Signora

Save Time and Money

NEW LOW PRICES FOR FALL PLANTING

TWELVE WORLD'S FAIR LEADERS—Group No. 51

These were the 12 Roses admired most at the World's Fair last year; and leaders in the Parade of Modern Roses again this year—as they will be in your garden for years to come.

Alice Harding McGredy's Sunset Eclipse Eternal Youth Countess Vandal Gloaming Mme. Jean Gaujard McGredy's Sunset Rome Glory Rex Anderson Signora Saturnia

All 12 Plants Value \$13.50 (last year \$16.00)

\$11.25

Order These Specially Selected Groups—All Are Leading Varieties

ROSES OF THE NATIONS

Italian Group No. 52

One each of Eternal Youth, Rome Glory, Saturnia, Signora, thoroughly acclimated for your garden.

\$3.75

French Group No. 54

One each of Jean Cote, Mme. Jean Gaujard, Alice Harding, Amelia Earhart, Ronald, 5 Plants (value \$6.00) \$5.00

\$5.00

Cosmopolitan Group No. 55 One each of Countess Vandal, Golden Main, White Briarcliff, Zulu Queen.

\$3.75

Land-of-Free Group No. 56 One each of Carillon, Eclipse, Flambeau, Gloaming, Miss America, Mrs. Francis King, Rocket.

\$5.35

In Dozen Lots of Same Variety

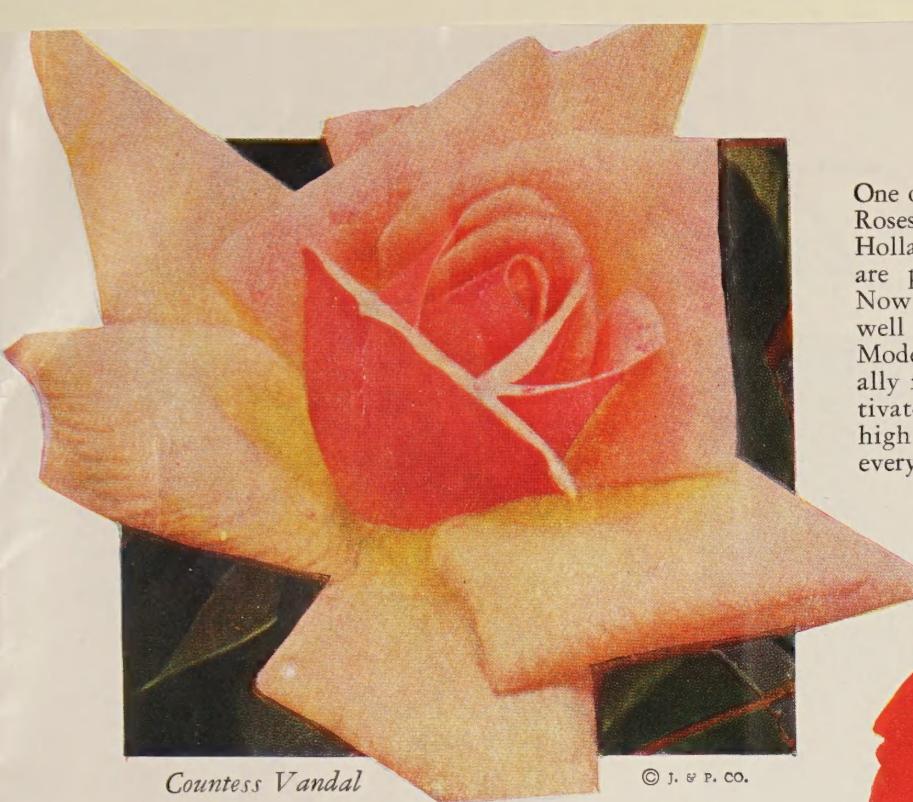
Any 85c Rose, \$8.50; Any \$1 Rose, \$10.00; Any \$1.25 Rose, \$12.50; Any \$1.50 Rose, \$15.00

8 Plants (value \$10.75) \$9.00

7 Plants (value \$6.40) \$5.35

ALL THESE ROSES ARE SENT PREPAID ANYWHERE IN THE U. S. A.

JACKSON & PERKINS COMPANY—World's Largest Rose Growers



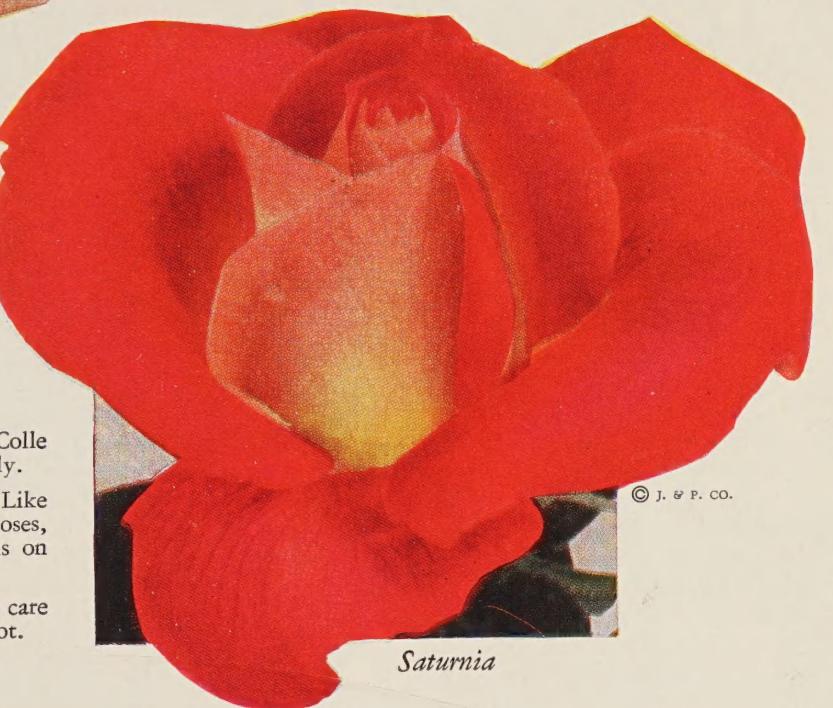
Countess Vandal

COUNTESS VANDAL

(Plant Patent No. 38.)

One of the earliest of the patented Roses originated by Leenders of Holland, whose vigorous strains are prized by all Rose-growers. Now considered by the public as well as the experts, Queen of the Modern Rose Pageant. Exceptionally free from diseases—easily cultivated. Grows 24 to 30 inches high. Deserves a favored place in every garden.

\$1 each; 3 for \$2.50; 12 for \$10



SATURNIA

(Plant Patent No. 349.)

Fragrance... pronounced and fascinating as a dish of fruit.
Awarded... Gold Medal from Colle Oppio Gardens, Italy.
Plant... average height. Like all of Aicardi's Roses, produces its blooms on fine cutting stems.
Foliage... attractive but needs care to prevent black-spot.

\$1 each; 3 for \$2.50; 12 for \$10

Choicest of the Older Hybrid Tea Roses—Universal Favorites

SELECTED FOR YOU THIS FALL

GROUP NO. 57
Six McGredy's Irish
Roses

From the Emerald Isle
McGredy's Ivory, McGredy's Scarlet, McGredy's Yellow, Margaret McGredy, Mrs. Sam McGredy, and Southport.

6 Plants \$3.75
(value \$4.50).....

GROUP NO. 58
8 Garden Favorites
All Easy to Grow

Condesa de Sastago, Dame Edith Helen, Etoile de Hollande, McGredy's Yellow, Mme. Jules Bouche, Mrs. Pierre S. du Pont, Mrs. Sam McGredy, Pink Dawn.

8 Plants \$4.95
(value \$6.00).....



A glimpse of the glorious carpet of color in our Newark fields this summer—these are the plants we dig for you to set out in your garden this fall, to be even more glorious next year.

NEWARK, NEW YORK STATE—The Rose Capital of America

ALL YOU WANT 75¢ EACH
AT ONLY.... 75¢
3 of one variety, \$1.90
Any 12 for \$7.50; Any 25 for \$14.75

THE choicest of the older varieties of Hybrid Tea Roses. These hardy, universal favorites are grade A-1, northern field-grown plants, two years old. Excellent for general planting, and a generous supply of cut-flowers throughout entire season.

Autumn. Burnt-orange, red.
Betty Uprichard. Pink.
Briarcliff. Rose-pink.
Caledonia. White.
Condesa de Sastago. Two-toned coppery pink.
Dainty Bess. Flesh-pink.
Dame Edith Helen. Pink.
Editor McFarland. Pink.
E. G. Hill. Deep maroon.
Essence. Fiery crimson.
Etoile de Hollande. Red.
Frau K. Druschki. White.
Golden Dawn. Yellow.
Grenoble. Scarlet-red.
Heinrich Wendland. Red.
Hinrich Gaede. Orange-yellow, flushed red.
Joanna Hill. Yellow.
Kaiserin A. Viktoria. White.

Margaret McGredy. Pink.
Mc Gredy's Ivory. Orange.
Mc Gredy's Ivory. Creamy white.
McGredy's Scarlet.
McGredy's Yellow.
Mev. G. A. Van Rossem. Golden, streaked orange.
Miss Rowena Thom. Rose, base golden.
Mme. Butterfly. Pink tinted gold.
Mme. Joseph Perraud. Yellow, center coppery.
Mme. Jules Bouche. White.
Mrs. E. P. Thom. Yellow.
Mrs. P. S. du Pont. Yellow.
Mrs. Sam McGredy. Scarlet-copper-orange.
Pedralbes. Cream to white.

Pink Dawn. Pink.
Pres. Herbert Hoover. Maroon and orange.
President Plumecocq. Buff.
Prince Felix. Scarlet-red.
Queensland Beauty. Pink.
Radiance. Cameo-pink.
Red Radiance. Clear red.
Roslyn. Golden, reverse tinted orange.
Southport. Scarlet.
Sov. de C. Pernet. Yellow.
Sov. de Mme. C. Chambard. Coral-pink tinted peach.
Talisman. Copper, yellow.
Temno. Deep maroon.
W. E. Chaplin. Carmine.
Willowmere. Pink.



© J. & P. CO.

MME. JEAN GAUJARD
(Plant Patent No. 338.)

Gorgeous creamy yellow, with delicate shades of orange and carmine-pink. Extraordinarily fine and graceful in form, with lovely long buds. Stands the sun—very free blooming. All the subtle allure of France, from the home of Pernet-Ducher Roses, now owned by Jean Gaujard. Monsieur Gaujard thought so well of this Rose he named it for his wife.

Hardy....disease-resistant, sturdy and upright. About 2 feet tall. At home in all sections of the country.

Desirable... for cutting and garden. Slightly fragrant.

Colors....charming, rich, in both natural and artificial light.

Awarded... Gold Medals: C. F. S. R. France, and Colle Oppio, Italy.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

Gloaming



©
J. & P. CO.

RONSARD

(Plant Patent No. 284.)

The most startling of all the Roses, in its rare combination of colors. Intriguing golden buds that unwind in spiral form, disclosing a superlative scarlet on the inside—a striking combination of scarlet and gold that persists while the spectacular blooms are fully open. And the color holds well in the sun.

History.... a mixture of Rugosa and Austrian Copper blood makes these plants unusually hardy.

Fragrant.... extremely so—and you'll like it.

Plant.... bushy—18 to 24 inches tall.

Desirable... for spectacular bedding effects—exquisite for bouquets.

\$1.25 each; 3 for \$3.15; 12 for \$12.50



Ronsard

GLOAMING

(Plant Patent No. 137.)

Wrought to almost mystic beauty by nature's skilful hands. Lovely in appearance. Sturdy—tall—not afraid of the toughest winter. A favorite cut-flower variety that every Rose-lover must have in his or her garden.

Color....delicate salmon-pink, blending into tawny orange and gold.

Blooms....very large—double—beautiful.

Fragrant....decidedly so, decidedly pleasing.

History.... a definite contribution by the late Dr. J. H. Nicolas, who was in charge of Rose Research for Jackson & Perkins.

\$1 each; 3 for \$2.50; 12 for \$10

Mme. Henri Guillot



J. & P. Modern Climbers

JUNE MORN (Plant Patent No. 375.)

An outstanding achievement of the great rosarian, Dr. Nicolas. Large (5-inch), double blooms, in a great profusion of many-flowered clusters, continuous in the spring and again in fall, contributing to the temperate climate the large-flowered, double, pillar Roses. One of the very best.

History.... grace and charm of Mme. Gregoire Staechelin, with sturdy vigor and free flowering of Climbing Claudio Pernet.

Foliage.... heavy, deep green.

Color.... luscious watermelon-pink inside; outside touched with gold.

\$1.50 each; 3 for \$3.75; 12 for \$15

DOUBLOONS (Plant Patent No. 152.)

Doubloons—this golden beauty from nature's treasure chest, more precious than pirate gold—planted in a lovely garden, will live, climb, bloom and bring great happiness to all who see it. Justly famed as the best all-purpose yellow Climber.

Blooms.... large, golden flowers, fairly double, literally cover the plant in delightful clusters for a long period. Dark velvety green foliage.

Hardy.... descended from our American Wild Prairie Rose. Vigorous, healthy, with long, heavy canes. No special growing methods necessary. Grows 12 feet in a season.

Scent.... spicy, clean.

\$1 each; 3 for \$2.50; 12 for \$10

For Dr. J. H. Nicolas, the Sensational New Everblooming Climber for 1941, see p. 3

June Morn

SUMMER SNOW

(Plant Patent No. 400.)

Myriads of pure white, loosely double, 2-inch flowers set off with golden stamens, in large clusters, so profuse in June they seem like mountains of snow; intermittent all summer. Free-branching. Few thorns. Very hardy. Fair-est, best white Climber.

\$1.25 each; 3 for \$3.15; 12 for \$12.50

BLAZE

(Plant Patent No. 10.)

Most popular Climber in the world—a repeating form of the prized Paul's Scarlet, with same vivid scarlet, double blooms; profuse in spring and intermittent all season. Extremely satisfactory.

\$1 each; 3 for \$2.50; 12 for \$10

If you have other favorites, old or new, not listed in this folder, write for prices and descriptions

NEW DAWN

(Plant Patent No. 1.)

Soft pink, Hybrid Tea form, with delightful fragrance. Everblooming version of Dr. W. Van Fleet with the same attractive foliage, blooming almost continually from early June till frost.

\$1.50 each; 3 for \$3.75; 12 for \$15

ORDER EARLY!

Early orders are filled first, in the same rotation as received, beginning as soon as the plants in the fields have become dormant enough to be ideal for transplanting in your garden. We send prepaid.

THE J. & P. GUARANTEE

Turn to page 1, and read how every plant you order is guaranteed, and how we will replace any J. & P. Modern Rose plants you set out this fall, if they do not live and bloom next summer.



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Jackson & Perkins Co.

Nurserymen—World's Largest Rose Growers

1 ROSE LANE . NEWARK, NEW YORK

Printed in U. S. A.

J. & P. MODERN PERENNIALS

For plants of perennial flowers to be planted in fall, see leaflet enclosed with this folder.

FOR YOU AT CHRISTMASTIME

Give Roses

for Years of
Happy Remembrance

J. & P. Modern Rose Plants

This appropriate, attractive Gift Box with Certificate supplied with every Gift Order. On December 15, we will mail direct to the names and addresses you supply, with your name and gift inscribed. Or will forward boxes and certificates direct to you upon receipt of order, as you prefer. (This offer good to U. S. points only.)



The Gift Certificate, attractively printed in green with raised lettering, will be enclosed in this Holiday Gift Box, with a realistic Rose inside as the picture indicates, and the box contains a real rose fragrance.

The box is 7 1/4 in. long, 5 1/2 in. wide and 1 3/4 in. deep, printed in Christmas colors. The Rose Plants will be sent postpaid at proper Spring planting time.

CHRISTMAS GIFT SPECIALS

X-1	1 Plant—Rose Bampton. The New Red Rose for 1941	\$1.50	X-3	3 Plants—World's Fair. The double red Floribunda	\$2.50
X-2	2 Plants—Top 2 for '41. Rose Bampton (red) and McGredy's Salmon	\$3.00	X-4	4 Plants—4 Best '41. Rose Bampton, Pearl S. Buck, Adoration, McGredy's Salmon	\$5.00

You may order above groups (or any larger groups in our Fall Folder) and we will show titles of Roses on Certificate rather than price. Or you may simply specify amount and let your friends select varieties they want from the J. & P. 1941 Catalog we shall send to them.

ORDER BLANK X-40

Jackson & Perkins Co., World's Largest Rose Growers, Newark, N. Y. State

Enter my order for following
Christmas Gift Certificate Boxes: Enclosed is \$

Send direct to names below, on Dec. 15. Send boxes to me.

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FOR ADDITIONAL NAMES, USE OTHER SIDE OF SHEET

